



# **FTC Email Authentication Summit**

## **Testing and Implementation Panel**

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# Authentication Testing

## ✉ What have we done so far?

- We decided early to start with SPF/Sender ID
  - Predicted better adoption due to ease of implementation
  - Simple for us to add it to our customer's 6000 domains
- Interest for FrontBridge was to block more phishing scams, vs. using authentication as a key way to block more spam
  - Just another (important) data point for us to use in spam filtering
  - Reviewing relatively small samples (100 million) shows no statistical difference between legitimate domains with SPF vs. spam domains with SPF
  - Surprise is that **none** of the major phishing targets are publishing SPF / Sender ID records

# Authentication Testing

## ✉ What have we done so far?

- FrontBridge has been experimenting with aggressiveness of rules for email that fails an SPF test
  - Only about 4% of all email we see has an SPF record today
  - We know for sure that we can neither block nor allow based on the SPF record alone
  - Widespread adoption of SPF **will**, over time, help with fighting spam by improving our notion of *reputation* for a given domain
- SPF whitelist is probably needed in the short-medium term
  - e.g. [www.trusted-forwarder.org](http://www.trusted-forwarder.org)
  - [Salesforce.com](http://Salesforce.com)
  - Mobile phone email

# Additional Testing

✉ **Scalability is key**

✉ **There are *several* edge cases**

- Forwarders
- Odd implementations
- Variances in configuration
  - -redirect vs. –include
  - SPF vs. Sender ID records

# Authentication Testing

## ✉ Are we still excited about email authentication?

- Absolutely yes!
- Doesn't *so/ve* spam problem, but that's not our goal. Needs to work hand in hand with reputation and accreditation systems
- We absolutely believe that it will have a major impact on the dangerous phishing scams that are growing out of control